

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, April 4, 2013
Mansfield Town Hall**

4:00 PM

MINUTES

Present: Steve Bacon, Harry Birkenruth, Carl D'Oleo-Lundgren, Matt Hart, George Jones, Mike Kirk, Paul McCarthy, Frank McNabb, Toni Moran, Alex Roe, Steve Rogers, Kristin Schwab

Staff: Cynthia van Zelm

Guests: Howard Kaufman and Lou Marquet with LeylandAlliance

1. Call to Order

In Board President Philip Lodewick's absence, Board Vice President Steve Bacon called the meeting to order at 4:00 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of March 7, 2013 and March 13, 2013

Toni Moran made a motion to approve the minutes of March 7, 2013. Alex Roe seconded the motion. The motion was approved with one abstention from Steve Rogers.

Matt Hart made a motion to approve the minutes of March 13, 2013. Mike Kirk seconded the motion. The motion was approved with one abstention from Ms. Moran.

Mr. Bacon suggested the agenda be revised to allow the discussion of the zoning permit applications and the budget to occur before the Executive Director report. Ms. Roe made such a motion. George Jones seconded the motion. The motion was approved unanimously.

4. Review and Consideration of Storrs Center Phase 4: Market Square, and Storrs Center Phase 1C: Building Town Square 3 (TS-3) Zoning Permit applications

Mr. Bacon noted that the public hearing on the Storrs Center Phase 4: Market Square, and Storrs Center Phase 1C: Building Town Square 3 (TS-3) Zoning Permit applications was held last night. Mr. Bacon said there were comments from two people on each application.

Ms. Moran made the following motion: In accordance with Mansfield Zoning Regulations Article X, Section S ("Storrs Center Special Design District regulations"), the Mansfield Downtown Partnership held a public hearing on April 3, 2013, for the purpose of hearing public comment on the consistency of the zoning permit application for Storrs Center Phase 4: Market Square, ("the Market Square Application") with the Storrs Center Special Design District regulations. Based on its review, and on the recommendation of the Partnership's Planning and Design Committee, and subject to the Mansfield Director of Planning and Development's review and consideration of technical issues and public comment, related to the Market Square Application, the Partnership Board of Directors finds that, to the best of its knowledge and judgment, the Market Square Application fully complies with the requirements of the Storrs Center Special Design District regulations, in general. President Philip Lodewick is authorized formally to convey this advisory opinion to the Mansfield Director of Planning and Development. Mr. Jones seconded the motion.

Ms. Moran said there were some concerns raised about the location of handicapped parking on the grocery store site that the spaces may be too far from the door of the store. Mr. Bacon said that Geoff Fitzgerald, civil engineer with BL Companies, said the six spaces were actually in excess of the statutory requirement. The concern with moving them closer to the building is that they would be adjacent to where cars will pull into the grocery store parking lot. Ms. Moran said she would expect the Advisory Committee on Persons with Disabilities to review the plans. Ms. van Zelm said she had spoken with the Director of Human Services and the Committee had not raised concerns about the location of the handicapped spots in the grocery store lot.

Mr. Bacon referenced the comments from the Planning and Zoning Commission that Ms. van Zelm had sent along earlier to the Board. One of the concerns was with the retaining wall along the grocery store side on Wilbur Cross Way. The Commission suggested that it have some relief or treatment to break it up. Steve Rogers agreed that the wall as currently designed does not provide a pleasant pedestrian experience. Ms. Roe agreed.

Mr. Hart asked if there will be green space along the wall. Howard Kaufman said there will be trees planted along the wall. Lou Marquet said the wall is about 8 feet tall. He suggested that a textured plan wall could be designed so the wall is not a continuous row of blocks. Different colors could also help. Ms. Roe said the wall should be softened as people will be walking on sidewalks on both sides of Wilbur Cross Way. Kristin Schwab asked if the wall could be used for public art. Mr. Kaufman said it would be an opportunity for the UConn Art Department to get involved.

Mr. Kirk left the meeting.

Ms. Roe suggested that the motion be amended to ask that the Director of Planning and Development take into consideration the Planning and Zoning Commission's comments on the wall. Mr. Rogers seconded the motion. The amendment was approved.

Mr. Bacon said there was some concern expressed at the public hearing about materials. The brick being proposed is not structural but a thin brick, similar to what was used in some areas on the Phase 1A and 1B buildings.

Mr. Bacon said another issue that came up was the type of trees to be used on Storrs Road. One of the speakers suggested conifer trees on Storrs Road but the response from the development team was there is sufficient screening and conifers may not offer the best view from the street. Ms. Schwab noted that conifers are subject to damage if they are near snow removal areas. Mr. Jones noted that deciduous trees allow for a canopy.

Mr. Bacon noted that other issues raised included shelters at bus stops and whether a strip could be done for a pedestrian walkway through the grocery store lot for a pedestrian strip. Mr. Bacon said that Mr. Fitzgerald had indicated there was not enough room in the lot. Ms. Moran asked if it was an ADA requirement. Ms. Schwab said it was not but was a good practice.

Mr. Marquet said that some of the bus stops will not have shelters. He said the canopies in the parking lot could help shelter people adjacent to the Storrs Road bus stop near the grocery store. There is a bus stop with shelters in front of the Town Hall and 1 Dog Lane on Storrs Road.

Ms. Roe made the following amended motion: In accordance with Mansfield Zoning Regulations Article X, Section S ("Storrs Center Special Design District regulations"), the Mansfield Downtown Partnership held a public hearing on April 3, 2013, for the purpose of hearing public comment on the consistency of the zoning permit application for Storrs Center Phase 4: Market Square, ("the Market Square Application") with the Storrs Center Special Design District regulations. Based on its review, and on the recommendation of the Partnership's Planning and Design Committee, and subject to the Mansfield Director of Planning and Development's review and consideration of technical issues and public comment, related to the Market Square Application, the Partnership Board of Directors finds that, to the best of its knowledge and judgment, the Market Square Application fully complies with the requirements of the Storrs Center Special Design District regulations, in general. The Partnership encourages the Director of Planning and Development to take into consideration the comments made by the Planning and Zoning Commission on April 1, 2013 with respect to the design/composition of the retaining wall along Wilbur Cross Way to provide relief/treatments to the wall. President Philip Lodewick is authorized formally to convey this advisory opinion to the Mansfield Director of Planning and Development. Mr. Rogers seconded the motion. The motion was approved.

Ms. Moran made the following motion: In accordance with Mansfield Zoning Regulations Article X, Section S ("Storrs Center Special Design District regulations"), the Mansfield

Downtown Partnership held a public hearing on April 3, 2013, for the purpose of hearing public comment on the consistency of the zoning permit application for Storrs Center Phase 1C: Building Town Square 3 (TS-3), ("the Town Square 3 Application") with the Storrs Center Special Design District regulations. Based on its review, and on the recommendation of the Partnership's Planning and Design Committee, and subject to the Mansfield Director of Planning and Development's review and consideration of technical issues and public comment, related to the Town Square 3 Application, the Partnership Board of Directors finds that, to the best of its knowledge and judgment, the Town Square 3 Application fully complies with the requirements of the Storrs Center Special Design District regulations, in general. President Philip Lodewick is authorized formally to convey this advisory opinion to the Mansfield Director of Planning and Development. Mr. Rogers seconded the motion.

Mr. Bacon said the Planning and Zoning Commission expressed concern that the vertical embellishments on TS-3 look "fake." Mr. Hart asked Mr. Kaufman for his view. Mr. Kaufman said that while he agreed that in some areas of prior buildings, the roof line might be too decorative, he did not feel that way about the TS-3 building. Mr. Marquet said he felt that a decorative piece (which does have historic precedence) is needed to "hold" the north side of TS-3.

The motion was approved by the Board.

Mr. Kaufman and Mr. Marquet left the meeting.

5. Review and Approval of Budget for FY 2013-2014

Ms. van Zelm reviewed the budget. The major changes are a line item for a new desk for staff, the extension of the Office Assistant position to the next fiscal year (to be paid out of Fund Balance), and possible retail and signage consultant assistance. Ms. van Zelm said there are no salary increases built into the salary line items but in the contingency lines pending staff evaluations. Finance and Administration Chair Harry Birkenruth said the Committee endorsed the proposed budget. Mr. Birkenruth made a motion to approve the FY 2013-2014 budget for the Mansfield Downtown Partnership, Inc. Ms. Roe seconded the motion. The motion was approved.

6. Executive Director Report

Ms. van Zelm said that she and Mr. Kaufman would be providing an update on Storrs Center to the Town Council.

Ms. van Zelm said the focus groups on for sale housing will be held at a later time while Leyland does more research on product design, parking options, and price point.

Ms. van Zelm passed out the volunteer calendar for Board members to commit to an event.

Ms. van Zelm said that Storrs Center has received awards from the Associated Builders & Contractors, CT (Excellence in Construction Award), the CT Real Estate Exchange (award category to be announced on April 10), and Construction Managers Association of America – New England Chapter (Project Achievement Award).

She said that the Oaks on the Square is almost completely leased for August in the current buildings and the building to be opened in August.

Ms. van Zelm said that Kent + Frost had been chosen by an interview panel, including Ms. Schwab and Mr. Bacon, to design the Town Square. Ms. Schwab said she thought they would be a good fit and could help the Partnership fundraise for future phases of the Square. They recently designed a square in New London. Mr. Bacon said the team is also doing work with the Town's Parks and Rec Department on Town parks.

7. Four Corners Sewer and Water Advisory Committee Update and Discussion of Partnership position on Committee

Mr. Hart said the Committee is meeting next week. The Environmental Impact Evaluation is being finalized. The University is interested in getting out of the water business. The Town will be hiring its own legal counsel to help it navigate its own interests with respect to water.

8. Report from Committees

Advertising and Promotion

Ms. Schwab said the Committee reviewed a brochure that would serve as a promotional piece for the public spaces in the community.

The Committee also reviewed the Strategic Plan. The Committee felt that the Committee should not merge with the Membership and Development Committee as its missions are different.

The Committee also discussed ideas for the Grand Opening which is now planned for the Festival on the Green weekend.

Business Development and Retention

Mr. Rogers said the Committee will meet later in the month.

Executive Committee

Steve Bacon said the Executive Committee had met in Executive Session at its last meeting.

Festival on the Green

Chair Betsy Paterson was not at the meeting. Ms. Schwab said the Advertising and Promotion Committee had discussed involving the new downtown businesses as much as possible in the Festival.

Finance and Administration

Chair Harry Birkenruth said the Committee discussed reviewing the various development agreements.

Membership Development

Chair Frank McNabb said that 243 members had renewed thus far for a total of \$13,399. The Partnership will have a table at the UConn Open House in April.

Ms. Roe left the meeting.

Mr. Jones said he had suggested that information be provided at the various events that capture someone's eye. He suggested a board with photos, site plan, and a list of Storrs Center businesses. Ms. Moran suggested having restaurant menus at places where the Partnership has a presence.

Nominating

In Mr. Lodewick's absence, Ms. van Zelm said Mr. Lodewick will call two potential new Board members.

Planning and Design

Mr. Bacon said the Committee had passed a motion at its last meeting to recommend the Storrs Center Phase 4: Market Square, and Storrs Center Phase 1C: Building Town Square 3 (TS-3) Zoning Permit applications to the Board for approval.

8. Executive Director Evaluation

On behalf of Mr. Lodewick, Mr. Bacon passed along the comments from the Executive Committee that had conducted Ms. van Zelm's evaluation. The evaluation responses were very good.

Mr. Birkenruth said he would like to see Ms. van Zelm's position benchmarked against other similar positions in the state or nationally as the Executive Director position at the Partnership is unique. Mr. Hart said the position had been benchmarked against the Director of Planning and Development position at the Town about a year and a half ago. Further research will be done before recommending any change in salary.

9. Adjourn

Mr. Hart made a motion to adjourn. Mr. Birkenruth seconded the motion. The motion was approved. The meeting adjourned at 5:50 pm.

Minutes taken by Cynthia van Zelm.